

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is the best known word or term for all people around the world. It plays an important role in every aspect of human life, especially in the communication world. The main function of language is as communication medium. Language allows people to say things to each other and to express communicative needs. Language allowing people to live, work, and play together, to tell the truth, but also to tell a lie or lies. In the interaction of communicative setting, people make use of many kinds of language variation. This reflects change in situational process such as addresses, settings, and topics. Crystal (1992: 212) defines “language as the systematic conventional use of sound, sign, or written symbol in human society for communication and self-expression”. It means people can express their idea and mind through the language. Language also plays as important role in every aspect of human life, such as slogan.

Slogan is a memorable motto, or phrase used in political, commercial, religious and other context as a repetitive expression of an idea or purpose. The languages of slogan represent the particular product. The slogan is to be the image of a product. A slogan used by a product cannot be use again by others. The advertisers always choose attractive words although the words are not familiar for the customers. Slogan made simple and interesting that make

people or consumers choose the product. It is arranged as attractive as possible. It must be communicative and understandable for consumers. Sometimes, people tend to have difficulties in understanding the slogan because of the messages have not only implicit meaning but also explicit meaning.

There many products that used slogan to interest consumers. One of them is mobile phone products. The company of mobile phone brand used such slogan which is attractive and interesting to interest consumers with a specific words and language. The language that they used sometimes simple but very understandable, attractive and perhaps, prove that their product is better than the others. From the explanation above, the reason why the writer chooses the topic is that because the writer wants to analyze the intentions and meanings of slogan that used in mobile phone brands by applying pragmatic approach.

B. Previous Study

A comparative study related to pragmatic study analysis has been done by some researcher. The first is done by Nugroho (2007) with his research entitled "*A Linguistic Analysis on English Slogan of Cosmetic and Food Product*". His research emphasized on the linguistic form, the meaning and the types of English slogan. The outcome of the research is that the most general linguistic form of cosmetic product slogan is noun phrase and cosmetic product use conceptual meaning, and the food products apply the

connotative meaning. The second researcher is “*A Pragmatic Study on Clothes Advertisement Slogans in Aneka Magazine Issued in January - September 2006*” done by Pratiwi (2007). In her research, she focuses about pragmatics analysis in directive utterance. The result is about pragmatics analysis in directive utterance. In the problem statement, it is just found that the writer elaborate the pragmatics meaning in utterances.

The third researcher is Pratiwi (2000) with her study entitled “*An Analysis of Relation between Slogans and the Advertisements Products in Television Commercial Advertisements.*” She analyzed the relation between slogans and the advertised products in TV commercial. The result is that slogans and the advertised products have close relationship and most data fulfilled the maxim of quality.

The fourth researcher is Yuliana (2001), with her study entitled “*The Analysis of Relation between Slogans and the Advertised Products*”. Her research applied descriptive method by giving an emphasis on describing the relation between the slogans of the advertisements and advertised products. Finally, she concluded that slogan of advertisements and the advertised products have close relationship.

The similarity between the previous researchers and the researcher is that to analyze of the use of slogan that occurs in certain context that having unique use. The uniqueness of the slogan may attract people to read it get interested with the products. And the difference between the previous researchers and the researcher is that the previous researchers mostly focus on

the linguistics analysis and the relation between the products with the slogan. But, the researcher here focuses on the linguistic form and also the intention about the using of slogan with the products. The researcher will analyze the slogan which used in mobile phone brands by using pragmatic approach.

C. Problem of the Study

Based on the background above, the writer formulates the problem as follows:

1. What are the linguistic forms of the slogan used in mobile phone brands?
2. What are the intentions of each slogan used in mobile phone brands which are advertised in the TV commercial advertisement, magazine and internet?

D. Objective of the Study

In this research the writer intends:

1. To describe the linguistic forms of the slogan used in mobile phone brands.
2. To describe the intentions of slogan used in mobile phone brands which are advertised in the TV commercial advertisement, magazine and internet.

E. Benefit of the Study

1. Academic Benefit

This study will give more understanding to the readers about socio-pragmatic study.

2. Theoretical Benefit

The result of the study can be used as an academic reference by other researcher to conduct further research dealing with Socio-Pragmatic analysis.

F. Paper Organization

Research paper organization is conducted to give a clear guidance in reading and understanding the content of the study. In order to have guidance to the reader in reading the whole content, this research paper is organized as follows.

Chapter I is introduction which consist of background of the study, previous study, problem statement, objective of the study, limitation of the study, benefit of the study, and paper organization.

Chapter II is underlying theory. It covers concept of pragmatics, implicature, speech act theory, context of speech situation, SPEAKING formula, linguistics form theory, and notion of slogan.

Chapter III is research method which deal with type of research, object of the study, data and data source, method of collecting data, and technique of analyzing data.

Chapter IV is research finding and discussion. The research finding is divided into the linguistic form of slogan and the meanings of slogan which used in mobile phone brand.

Chapter V is conclusion, implication and suggestion